**What is organization:**

It’s a tool that use to coordinate

**output**

conversation

**input**

* Input: that’s include human resources , row material, capital… ext.
* Conversation: its include using technical, accounting, financial method to convert input to output.(the way organization use human resources & technology to transfer input to output).
* Output: it’s the end product or services(value, goals, objective) .

By:

* building brand.
* Developing executive services ,Product features & benefits .
* Offering convenience .
* Why organization being (Benefits to business ):

1. Charging a bigger price.
2. Creating a point of difference .
3. Protecting from competitors.
4. Focusing a business more classification target market segment.

* The way the organization uses human resources & technology to transfer input to output:
* Action :(the way of that organizations)
* Process:(transfer input into output)
* Enviroument:(its use human resources and technology)
* Way:how organization do business (that mean business model)

Business model: description the rational of how an organization creates ,delver’s and captures value(economice, social, or other from value).

Lead to

Business design: refer to activity of designing a company’s business model,it is part of business development and business strategy process.

Its contains (value proposition target customer segment revenue cost ,model ,distribution channel, cost structer) .